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Bulletin
OF THE
National Tuberculosis Association
Vol. V OCTOBER, 1919 No. 13

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Display Advertising and Public Health

By J. RAY JOHNSON, *National Publicity Director.*

Display advertisements in newspapers and other publications will do more to insure the success of the Red Cross seal campaign than any other one thing. Tuberculosis workers generally recognize that public health is a commodity; they know that we are just as dependent upon our neighbor for our good health as we are for the clothes we wear; but, even if this knowledge is in the possession of the average citizen, he does not profit by it, and because of this, tuberculosis has had its way in this country for many years. Tuberculosis associations, therefore, have something definite to sell and something definite to advertise, namely, *Good Health.*

Selling Public Health

It is a significant fact that the National Council for the Control of Veneral Diseases, of which Rt. Hon. Lord Sydenham, is president, is using a campaign of display advertising throughout the British Isles in an effort to combat this particular menace. The space is being taken in newspapers and popular magazines and is being paid for by the Association.

In the United States, however, we have paid but little attention to the most potent force in the country.—*Display Advertising*—and lots of it. Experts who have been fighting disease know that advertising will sell anything from darning needles to cloth shoes, but they have never planned a comprehensive advertising and selling campaign to put the life-saving facts they have gathered in the laboratory and by experience before the public. For instance, if every man and woman in the United States knew the following facts, would not the death rate from tuberculosis soon show a marked decline?

1. *Tuberculosis kills 150,000 persons in the United States every year—mostly producers.*
2. *Tuberculosis is preventable and curable.*

Add to these facts the advice as to treatment and prevention, and spread it broadcast throughout the United States for a period of one year, and it is safe to say that the tubercle bacillus would very soon feel the effects of the crusade.

TUBERCULOSIS KILLS 150,000 PERSONS A YEAR
TUBERCULOSIS COSTS $500,000,000 YEARLY IN LIFE AND LABOR
IT IS CURABLE
IT IS PREVENTABLE

"THE THINKER"
REPRINTED FROM THE "NEW YORK EVENING JOURNAL"

Proof Book of Illustrated Advertising

This is one of the reasons why a typical "dealer" proof book of illustrated display advertising is being pre-

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ANNUAL MEETING DATES, 1920

The Annual Meeting of the National Tuberculosis Association for 1920 has been fixed for St. Louis, April 22nd, 23rd and 24th. Headquarters will be at the Statler Hotel. These dates immediately precede the meeting of the American Medical Association at New Orleans and immediately follow the meeting of the National Conference of Social Work at New Orleans. Members of the National Association who attend the former conference can take in the annual meeting on their way to New Orleans, and those who attend the latter conference can take in the annual meeting coming from New Orleans. Further details concerning section chairmen, headquarters, etc., will be announced in later BULLETINS.

BULLETIN

OF THE

National Tuberculosis Association

Published Monthly

In the Interest of Workers Engaged in the Anti-Tuberculosis Movement by the

NATIONAL TUBERCULOSIS ASSOCIATION

381 Fourth Avenue, New York City

Vol. V. October, 1919 No. 13

Entered as second class mail matter, October 21, 1914, at the Postoffice at New York, N. Y., under the Act of August 24, 1912.

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NURSE ADDED TO STAFF

Miss Mary E. Marshall, of New Haven, Conn., has been appointed as nurse on the staff of the National Association, expanding the personnel of the medical service as outlined in the last number of THE BULLETIN. Miss Marshall has been in public health nursing work for a number of years and has made an enviable record for herself. Her work more recently with the New Haven Visiting Nurse Association has met with an unusually conspicuous success.

Miss Marshall will seek to stimulate interest in tuberculosis nursing, to standardize methods of tuberculosis nursing and to co-operate the activities of tuberculosis nurses with those of public health nurses and other agencies throughout the country. Her work will be carried on by correspondence, interview and conference.

DISPLAY ADVERTISING

Continued from Page 1.

pared by national headquarters as one of the most important steps in the educational campaign against tuberculosis as well as the selling campaign to dispose of Red Cross seals and Health Bonds.

The ads sound a note of warning and a note of hope and call attention to the fact that every man has it within his power to determine to a large extent the death rate in his own community. The proof book was prepared by expert copywriters and advertising illustrators of national reputation. Copies will be sent to three thousand small newspapers in the country, to secretaries of local associations and several copies will be sent to each state secretary. It is warmly urged that every attempt be made to have these display advertisements placed in newspapers and other publications in every state. They are prepared in such a manner that the state association may add its name and also the names of merchants and business men who contribute the space. They will prove to be a great power not only in the sale of the seals and the bonds, but in awakening a given community to the necessity of fighting tuberculosis. This is always an axiom, as even the layman knows that well-written advertising will sell the poorest kind of breakfast food in carload lots. If this is true, it will certainly sell an idea having to do with life and death.

Underwritten Space

Of course, the National Tuberculosis Association has no money to spend at this time for display advertising and it is highly improbable that many state secretaries have a fund available for this purpose. Wherever it is possible, however, money should be set aside to insure the publication of these ads where underwritten space cannot be obtained. Extreme care must be taken that if space is given to one paper in a community the same amount of space be given to every other paper. If this is not done, jealousy will arise and free space contained in news columns will be shut off.

Besides sending this proof book to state and local secretaries, the National Publicity Department is requesting the leading national advertisers in the country to incorporate some anti-tuberculosis material in their November and early December advertising. It is also asking a number of magazines to contribute space in the advertising section, and several of these have already done so.

Where it is impossible to have underwritten space and where there is absolutely no money for placing advertising in newspapers and other publications, it would be advisable to ask every big advertiser in a state to use a line something like this in his regular advertising:

"Red Cross Seals Are Conquering Tuberculosis Right Here at Home"

These advertisers should also be provided with electros or stereos of the seal to be placed in the body of their display advertisements.

The necessity for advertising the double-barred cross is obvious. No effort should be spared in having this emblem appear everywhere in connection with anti-tuberculosis advertising, and it will be found that in every display prepared by this office the symbol is prominently placed in the layout. Small electros of the symbol should be furnished to advertisers everywhere with the request that they be used in the body of newspaper displays.

The advertisements contained in the proof book soon to be mailed have been prepared in the form of ready-to-print plate and matrices. They are in the office of the Western Newspaper Union and will be available on short notice. Complete instructions as to how to use the advertisements are printed on the front and back pages of the proof book.

This article is prepared primarily to impress upon the man in the field the necessity of using the greatest amount of display advertising possible.

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BOY SCOUTS TO AID CAMPAIGN

The Boy Scouts of America are going to give their full support to the Red Cross seal campaign this year.

In a letter just received from the headquarters of the National Council, Mr. James R. West, Chief Scout Executive, offers to publish in the organization's weekly bulletin "Scouting," an appeal to support the Red Cross Christmas seal campaign in every way consistent with the Boy Scout constitution and by-laws.

"Scouting" reaches a list of 53,000 of the more active scout officials, and it can be readily seen that such an appeal would be most effective both in stimulating the sale of seals and in aiding with the work of carrying on the campaign itself. A suggestion will be made to scoutmasters that they get in touch with secretaries of local tuberculosis associations and offer their services by acting as messengers and clerks, by distributing printed matter, and in such other ways as may be helpful to campaign committees.

Local secretaries of tuberculosis associations are requested to communicate with the representative scout officials in their own communities for the purpose of formulating plans so that the boys may be of the greatest possible service.

The article in "Scouting" will also suggest that the boys cooperate in the campaign against tuberculosis by developing a greater knowledge of the disease from lectures and the study of propaganda material distributed by local associations.

Pointers For Campaigners

While practically every state in the Union has by this time engaged either a campaign director, publicity director or both, the reports from Southern and New England states seem to be the most encouraging. Many states have secured the active support of their governor, with the result that some of them have challenged their sister states, while others are taking the initiative in the organization of state committees.

The sale of seal envelopes is progressing rapidly, and from among orders received at headquarters there is one from New Jersey for 100,000 sold to one department store, and one from Washington, D. C. for 90,000.

Winning Support of Soldiers

A campaign that can win the full support of the soldiers and sailors of the A. E. F. is assured of success. General R. E. Steiner, who was in charge of the 31st Division in France, has accepted the chairmanship of the Alabama State Campaign Committee, and will rally to the support of the campaign practically every Alabamian who served with the Expeditionary Forces. This offers an excellent suggestion to other states. Every state association, irrespective of other machinery that may have been organized, should make a strong effort to secure the cooperation of an ex-military or naval leader with sufficient influence and popularity among the men to organize them as committee men and team workers.

It should not be very difficult to obtain this support. There is probably not a man in the service who would not back the Red Cross seal campaign if he knew that tuberculosis annually slays twice as many Americans as fell in France during the war, and that it is possible to practically abolish this economic loss and human suffering through strong teamwork and constant application. They would certainly join the ranks of campaigners if they knew that the National Tuberculosis Association has a list of more than 60,000 of their comrades who are disabled because of tuberculosis and that the sanatoria in which many are now recovering were made possible only through the funds and educational work accomplished by the sale of seals.

Value of Handbooks

In preparing campaign handbooks "A" and "B", special thought was given to outlining the details of organization step by step so that the work could be undertaken in the proper order. Frequent reference to both books will do much to simplify the intricate problems which confront campaign committees.

Make Each Day A Unit

Sir William Osler once made the suggestion that "we make each day an airtight compartment", and this may serve as excellent advice for the campaign worker. The seal sale may fall far short of the desired success unless state and local leaders forget their past mistakes and discount future difficulties, and make each working day complete in accomplished organization efficiency. For, like Kipling, we believe

"If you can fill the unforgiving minute
With sixty seconds worth of distance run"

the winning of the goal we have set before us is assured.

GOVERNMENT INSURANCE COMPENSATION, VOCATIONAL EDUCATION

"It is vitally necessary," writes Col. Cholmely Jones, "in order that our fighting men and their loved ones may be fully protected, that a national volunteer campaign for the conservation, reinstatement, and conversion of War Risk Insurance, and the expeditious handling of compensation and claims and allotment and allowance matters, be instituted for the benefit of those who are now out of touch with the Bureau."

Tuberculosis workers are urged to join in this volunteer campaign. An arrangement has been affected by the Bureau of War Risk Insurance with the American Red Cross whereby the local Home Service Sections will be virtually authorized branches or agents of the Bureau in handling matters relating to compensation, allotment and allowances. The Home Service Sections will be supplied continually with all new forms as they appear and with definite instructions as to how to cut corners and get quick action. They will act as a clearing house of information. A special department is being created in the Bureau of War Risks to handle the inquiries sent through the Red Cross. Full details of this new method of getting results will be transmitted as soon as issued by the Bureau and the American Red Cross.

Announcement will also be made concerning the fourteen zones or districts into which the U. S. Public Health Service has been divided, so that prompt medical service can be secured for service men requiring surgical, medical, hospital or sanatorium treatment.

The National Tuberculosis Association will be pleased to receive questions relating to insurance, compensation, allotments and allowances, or vocational training. Answers will be given either directly or through the columns of the BULLETIN.

Ex-soldiers sailors and marines are allowing their government insurance policies to lapse. The experience of the Bureau and of old-time companies indicate that income insurance is not popular. The Bureau is recommending to Congress that present insurance policies may be converted into other forms—Ordinary: 20 and 30 payment; 20 and 30-year endowment—and that, if the insured desires, he may arrange to have his converted insurance paid in one sum; and if he wishes his beneficiaries to receive the installments within, say three years, rather than over a period of twenty, he may so elect. Other generous provisions are recommended. Therefore, the men should not drop a "good thing" just as the government is planning to make it a better thing. By a momentous decision of the Secretary of the Treasury those whose policies have lapsed may be reinstated within eighteen months without paying back premiums. All they will be asked to pay will be the premiums on the amount of insurance to be reinstated for the month of grace in which they were covered and for the current month.

There are five points of information that should be sent to the Bureau of War Risk Insurance about a specific case involving insurance: (Form providing for additional information should be used if available).

1. Full name (including first, middle and last name) and complete address.
2. Rank at the time of applying for insurance.
3. Army or Navy organization at time of applying for insurance.
4. Army serial number, if in the army.
5. The number of insurance certificates if known.

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TUBERCULOSIS CAMPAIGN IN FRANCE

Through the agencies of the American Red Cross, there is now a capacity for 1,983 bed patients in the tuberculosis hospitals in Paris, and outside of Paris there are accommodations for 5,610. The Bureau of Tuberculosis is working in close conjunction with the Rockefeller Commission for the Prevention of Tuberculosis in France. The total number of beds, assisted by the Red Cross Bureau of Tuberculosis, amounted to 24,185. An appropriation for a Serbian Hospital in Paris has also been made, because it was found, that 20 per cent. of the 200,000 Serbs studying in the country were tubercular. after examination, that 20 per cent. of the 200,000 Serbs studying in the country were tubercular.

Canteen schools have been established in many French cities. Practically all the children of the refugees of Lille were undernourished, and many had contracted tuberculosis or were in a susceptible condition. Public health doctors and nurses were sent to the schools by the Red Cross and more than 19,000 children were examined by them. This was about two-thirds of the population remaining in the city.

The Framingham Demonstration

No. 16. A Community Tuberculosis Program

By D. B. ARMSTRONG, M. D., Executive Officer

These monthly articles in the Framingham series began in July, 1918

In Framingham the intensive analysis of community needs, the study of existing machinery and the development of new devices to fill in the gaps in the community's defense against tuberculosis have all tended to make clear the essential phases of the community program.

In previous articles we have emphasized the relative importance of certain of the more conspicuous devices employed in tuberculosis work, and have urged in particular the recognition of the need for more attention to the discovery of tuberculosis. Subsequent articles will take up other special aspects of the tuberculosis program.

Such a program, without particular emphasis, may perhaps be roughly outlined in a summary way as indicated below.

I. Organization.

The objects of organization may be enumerated as follows:

(a) The development of a strong group interested in tuberculosis.

(b) The development of the interest and co-operation of social, civic, educational, industrial and health agencies for tuberculosis control.

(c) The co-ordination of tuberculosis and general health work, official and private.

(d) The development of lay neighborhood leadership and of professional organization.

(e) The promotion of educational institutions, public health schools, tuberculosis institutes, etc.

II. Legislation.

Major objects of legislation for tuberculosis control are perhaps as follows:

(a) General sanitary legislation.

(b) Legislation and appropriations for medical work in schools, factories, etc.

(c) Laws for the establishment of clinic, institutional and nursing provisions.

(d) Legislation for the control of incorrigibles.

III. General Community Sanitation.

So far as tuberculosis is concerned, major efforts in this field should be directed at the control of respiratory hygiene and the promotion of such factors as food protection, the suppression of spitting, street cleanliness, improved home and living methods, the suppression of common utensils, etc.

IV. Disease Detection.

From the point of view of recent experience in the discovery of tuberculosis, the methods essential to disease detection may be classified as follows:

a. *Old routine methods—*
   1. The encouraging of private medical tuberculosis reporting.
   2. The employment of established clinic and nursing activities.

b. *New routine methods—*
   1. Infant welfare work.
   2. Pre-school work.
   3. School hygiene, dental hygiene, etc.
   4. Industrial hygiene.

c. *Special medical work—*
   1. The development of expert consultation service, to stimulate and aid in the diagnosis, classification and proper treatment of tuberculosis cases.
   2. The promotion of special medical examination work on every available basis, through clubs, by means of special campaigns, etc.

V. Disease Classification.

The tuberculosis worker is concerned here with the elevation and standardization of methods of disease classification and routine tuberculosis case bookkeeping.

VI. Treatment.

The field is here divided locally as follows:

a. *Home treatment—*
   The primary factors involved in the home treatment of tuberculosis cases are as follows:
   1. Tuberculosis nursing.
   2. Dispensaries, clinics, or health stations, now required in all communities over a minimum size in the more advanced states, and consequently operated in large part under public control.
   3. Tuberculosis camps.
   4. Special tuberculosis classes.
   5. Relief, including such essentials as food provision, sleeping equipment, etc.
   6. Domestic science, or food economy instruction.
   7. Social adjustment, home visiting, with general instruction on the problem of hygiene, home methods, etc.

b. *Institutional treatment—*
   1. The main purposes of institutional treatment are for therapy, for education, for segregation and for disease prevention.
   2. The major methods in institutional treatment are open-air schools, sanatoria, hospitals and preventoria.
   3. From the point of view of control, it may be stated that for the most part legislation has now determined that these phases of treatment are to be met from public resources. The tendency in the more enlightened states seems to be toward the following distribution of function: State sanatoria for early and favorable cases; county sanatoria for advanced cases; city sanatoria and hospitals for advanced cases; private sanatoria for a variety of purposes, but essential for the treatment of the well-to-do and favorable cases.

VII. Subsequent Observation.

Follow-up observation is admitted to be a necessity in cases that have been declared arrested under home treatment, in cases arrested or otherwise when returning from institutions, and in cases originally discovered in the arrested stage. The essential objects of subsequent observation include the following:

   a. Economic adjustment, employment service, working colonies, etc.
   b. Relief.
   c. Constructive hygienic education for the promotion of health and the building up of resistance against a further breakdown.

VIII. Prevention (Education).

Prevention in tuberculosis work would seem to be primarily of two types:

   a. The prevention of infection, which is to be carried out by sanitary hygienic education; general sanitation, and the promotion of disease suppression; personal hygiene; the segregation and treatment of tuberculosis by legislation as a communicable disease.
   b. The prevention of disease, the program being based on the recognition of the universality of infection, to be carried out by general health education; the promotion of health creative personal hygiene; the employment of open-window rooms, camps, preventoria, etc.; the teaching of home hygiene and domestic economy; the development of nutrition classes, school feeding, etc.

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Modern Health Crusade

DEPARTMENT

Bulletin of the

National Tuberculosis Association

OCTOBER 1919

MONTHLY ENTERTAINMENT-MEETING

Subjects for November: Care of eyes, ears, skin and scalp. Baths.

The monthly meetings of the crusade program are designed first to quicken interest in health practices for pupils and parents, and second to create an interest in hygiene instruction in schools that still lack it. The keynote for these meetings should be entertainment rather than lecture and recitation, and the purpose of this department is to suggest games, stories, playlets, demonstrations, pictures and models, and to give facts of interest for the leader's talk, rather than to give information that can be readily culled from textbooks or from the publications mentioned below. The crusade manual contains subjects for meetings and for general suggestions.

On the subject of the eyes, a presentation interesting to small children is given in "Two Little Windows" in "Keep Well Stories" (Lippincott, Philadelphia). The National Committee for the Prevention of Blindness, 130 East Twenty-second Street, New York, will send free to teachers the stories "Rhimes for Good Eyes" and an illustrated pamphlet, "Common Causes of Blindness in Children." The playlet, "The Imps and the Children," has *Weak Eyes* and *Can't Hear* among the characters. The National Association will supply a copy for each of the 24 characters for 27 cents, postpaid. This play, easily rehearsed, with or without costumes, will afford real entertainment for the November meeting.

A game can be made of a test of vision, for a small group. The children are ranged at nearly equal distances from a test card sufficiently far away that the finest print can be read by only very exceptional eyes. Each child writes down what he can see, and the best answers are announced. A test card may be obtained from the World Book Company, Yonkers, N. Y., or the teacher may improvise a chart.

An oculist or an aurist can easily entertain a juvenile audience, demonstrating with lenses or a manikin, while driving home practical lessons on care and remedy.

The teacher can give a sprightly talk on the care of the skin and its outgrowths, the nails and the hair. If a magnifying glass is available, the tiny mouths of the sweat glands can be shown as they appear as dark spots on a child's hand. The number of these little pockets (some two or three million) and the amount of insensible perspiration that they pour off, varying from one-half to four pints daily, will make impressive statistics. The necessity of frequent bathing, accompanied by friction, will be

NEARSIGHTED CHILDREN SHOULD WEAR GLASSES.

all the more apparent when it is realized that otherwise the wastes thrown off by these numerous tiny ducts will remain to interfere with the work of the skin.

Younger children will be interested in an analogy between the function of adequate clothing for protecting the skin from cold and the function of the heavy fur of animals in the polar regions. On the other hand, the evils of too heavy clothing and of overheated rooms should serve to point a moral.

Abundant reference matter for the subjects of November can be found in up-to-date works on hygiene. Among those most valuable for the Crusade leader are the *New World Health Series* (World Book Company), *O'Shea and Kellogg Health Stories* (Macmillan, New York), and *Healthy Living* (Charles E. Merrill, New York).

FULL-TIME CRUSADE DIRECTORS

School Talks Outlined.

The number of state and city associations employing workers to give full time to the Crusade has been growing fast. This has been due to recognition of the need and opportunity for the Crusade and of the value of personal visits to the schools, for which executive secretaries lack time, as well as to the unique popularity of this children's campaign, with its resultant publicity. Many of the associations are pushing Crusade work with unprecedented vigor, not only for direct community benefit, but to win new friends and to add strength to the appeal for support in the Red Cross seal campaign. The employment of a crusade director at the time when full personnel and funds are needed for the financial campaign is considered an investment for that campaign.

Personal visits to the offices of state and local school superintendents, and talks at teachers' institutes and schools, are getting results in introducing the Crusade where letter and printed matter fail, and experience indicates the need of both methods. In the crusade campaign conducted in Indianapolis during the last semester, embracing both public and parochial schools, 70 visits were made by crusade workers to the parochial schools, reaching 5443 pupils. Health talks were given to the children and 100 rooms were inspected. As a result, all the parochial schools signified their intention of centralizing on the crusade method this present school year. For the public schools, Mr. E. W. Graff, city superintendent, has written that it is planned to incorporate the Crusade as a part of the regular work in hygiene this year.

The following suggestions for talks at schools are taken from a letter from Mrs. E. R. Grant, crusade leader for the District of Columbia:

"I am afraid that it will be difficult to give you an outline of my talks, as they were always extemporaneous and never exactly the same. I read up on everything that I could procure and that I felt would add to the interest of the subject.

"To the little children I told stories of the knights of old, and how they protected their country from the enemy. It was easy to lead on to the enemy threat-

ening this country and the need of Uncle Sam of modern knights to help him in the fight. I tried to make this enemy a very terrible and mysterious creature, not revealing its name until I felt that the children were thoroughly interested.

"In speaking to older boys and girls, I started with the old, old story of the draft revelations, and told them real stories of the effects of training that I had seen at aviation fields and cantonments and of the contrast between a trained division ready to start overseas and a division of raw recruits. I then introduced the subject of the Crusade and pointed out that we were endeavoring to do for the boys and girls what Uncle Sam had done for the soldiers.

"At the parent-teacher association meetings I explained the purpose of the Crusade, using a few statistics to show the great number of children suffering from preventable physical defects and the numbers of people suffering and dying from tuberculosis. I used local as well as national statistics, and my audiences were usualy appalled at the local weekly report of tuberculosis."

Among the State crusade directors are:

Florida—Mr. W. I. Williams.
Georgia—Miss Rubie McBath Busha.
Illinois—Miss M. Grace Osborne.
Iowa—Miss Theresa Dansdill.
Kansas—Miss Alice E. Terrill.
Maryland—Mr. Milton L. Regus.
Massachusetts—Mr. Frederic Edwards.
Minnesota—Miss Eva McGarry.
New Mexico—Miss Helen D. White.
Oklahoma—Miss Helen M. Hall.
Oregon—Mrs. Blanche R. Blumauer.
Texas—Miss Louise Hunter.
Wisconsin—Miss Aimee Zillmer.

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CRUSADE A DEMOCRATIC MOVEMENT

Evidence coming to hand in recent months indicates that the crusade has far wider application than was heretofore realized. Miss M. Banzhof, Red Cross nurse at Gilman, Col., reports that the Crusade introduced among school children so interested their elders that Austrian miners took to cleaning their teeth. A list of chores, posted in the community house, was accepted as a guide by grown laborers.

Youths as far advanced as the twelfth grade and children in the first grade have performed the chores and kept the records themselves or by parents' proxy. Negroes, Indians and Mexicans have joined the ranks of crusaders.

Blind children can qualify as crusaders as well as normal candidates, according to Superintendent R. R. Pratt, of the New Mexico School for the Blind. He proposes to enter his pupils in the tournament.

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HAVE YOU A VETERAN'S BADGE?

(A letter to school children who became crusaders before the present school year. A message that may be read to them by their teachers, or posted in the school room. For youngest children, it should be paraphrased.)

Modern Health Crusaders:

You, and thousands of other American boys and girls, earned the right to the title "Modern Health Crusaders" throughout the year 1919 or a previous year. Many of you in this school, we hope all of you, will in the weeks just ahead earn membership in the Crusade throughout 1920, and become not only page, but squire, knight and knight banneret in health chivalry.

Who of you became knights or knights banneret during the last school year or the year before (1917-1918)?

Do you, who are veteran knights, in this modern crusade still have your badges? Do you realize the value these prize badges, changed every year, will have to you if you keep them as the Crusade marches on? Do you realize what an honor it will be to have a collection of these badges for year after year rewarded for faithful attention to health duties? If you have lost a badge, the National Tuberculosis Association wishes to help you replace it. This letter is written to tell you how.

We are printing in this letter illustrations of the new badges, for 1919-1920, and of the old pins for knights and knights banneret. Those pins were practically alike in each year except that the knight's was silvered and the knights banneret was gold plated.

You will see by the dates printed under each picture of the old badges to what school year each belonged. To secure one of these badges that you have lost, mail to the National Tuberculosis Association, 381 Fourth Avenue, New York City, 15 cents in postage stamps, enclosed in a letter stating that you earned and received the knight or knight banneret pin asked for, and giving your name and address. Be sure to write the dates for the school year to which this pin belonged. Have your teacher write "APPROVED" and her name and address after your own statement. We do not expect you to pay for new pins you earn, but we are obliged to charge for the old ones replacing lost ones.

On each of the badges for you to earn this school year you will find the special emblem of the Modern Health Crusade, the Cross of Nine Circles. Can you see by studying this cross on the picture of the squire's button where the nine circles are? The circles are all equal. Five of them are embodied in the cross and four are outside the cross, serving to mark part of the boundary of the cross. The whole boundary is made up of parts of the circumference of these circles. Who of you can give your teacher the best written directions with diagram, for drawing this Crusade cross? We will publish an explanation in the BULLETIN for December.

We feel sure that when you have earned the rank of knight this school year, you will be delighted with the badge, an elliptical button. The knight banneret pin, gold plated metal with enameled crosses, is beautiful. You probably know that the double-barred red cross on the badges is the emblem of the whole health campaign of the anti-tuberculosis association, of which the Modern Health Crusade is a part.

Charles M. DeForest.

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A REMARKABLE RECORD.

Ritchey, N. M.

New Mexico Public Health Association,
Albuquerque, New Mexico.
Gentlemen:

Enclosed you will find the chore records and reports of the Mountain View Club of Modern Health Crusaders in the State and National Tournament of the Field of the Cloth of Gold.

From the records you will see our club has entered into the work whole-heartedly and has already been amply rewarded, for no community that I know of has had better health than ours. We have entirely escaped the "flu" epidemic which has been so fatal in most sections of our country, state and nation. The club members are all neat, healthy and happy and the community is enthusiastic in their support.

Respectfully,

E. J. RUDOLPH,
Teacher.

CRUSADE A DEMOCRATIC MOVEMENT

Continued from Page 6.

Miss Charlotte Lee, a teacher in a New York City school for the deaf, has also enlisted her pupils. Many of these come from tenement homes where scant attention is paid to hygiene. Not a few of the children owe their subnormal hearing to infectious diseases of childhood, which have also left them in poor physical condition. They are now striving valiantly to overcome a part of their handicap, in spite of limited facilities for cleanliness in their crowded homes.

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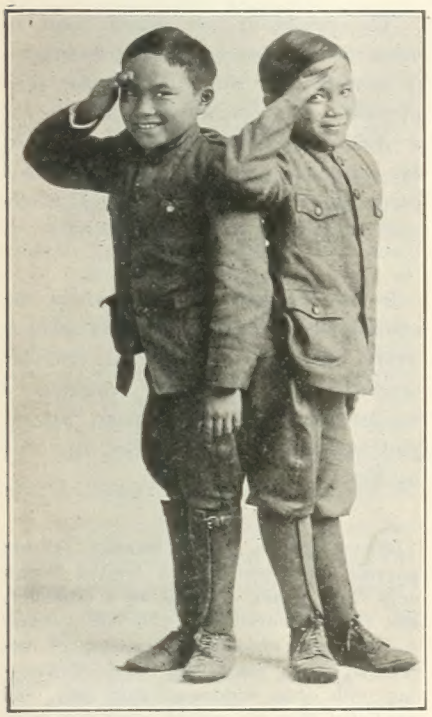
SIAMESE TWINS AS CRUSADERS



GODINO BROTHERS (SIAMESE TWINS) WHO RECENTLY ATTAINED THE RANK OF KNIGHTHOOD.

The Godino brothers, linked together by a common portion of back, were rescued sometime ago from a freak museum in Coney Island and given a schooling at St. John's Academy, Washington, D. C. When the summons to the Modern Health Crusade reached the academy, the twins were eager to go into training, and at the time the picture on this page was taken they had already become knights. They then departed for their native country, the Philippine Islands, where a surgical operation had been arranged to make them more truly two useful citizens. They took their chore record folders with them announcing that they would soon be knights banneret. Success is probably assured, as each has the advantage of being reminded whenever the other does a chore.

CRUSADERS OF AMERICA—FRATERNIZE WITH THE HEALTH CRUSADERS OF FRANCE!

An invitation from overseas conveyed in a letter received from Miss Frances Colbourne, of the Commission for the Prevention of Tuberculosis in France, presents an opportunity for American crusaders to stimulate international friendship and to familiarize themselves with a foreign language.

"I have had the pleasure and the honor of introducing the Modern Health Crusade in France," says Miss Colbourne, "under the title of *Croisade de Bonne Sante.* We started with 55 schools, as an experiment, and expect to cover 600 more this fall. Among the schools are some in which the children are extremely interested in their 'neighboring crusaders' and I have been asked to find American correspondents among school children, age ten to 13, who would like to exchange letters with them. The three schools whose pupils are especially anxious to start a correspondence are:

Ecole Communale de Filles, Chateauneuf, (Eure-et-Loir), France.
Ecole Communale de Filles, Maintenon, (Eure-et-Loir), France.
Ecole Primarie Superieure de Filles, Illiers, (Eure-et-Loir), France.

One of the school mistresses in Chartres also suggested a correspondence between teachers."

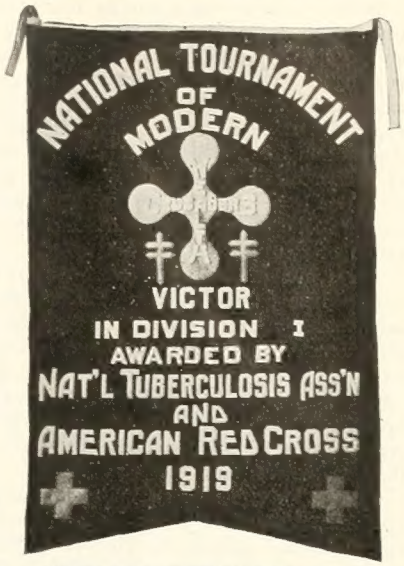
Crusaders who wish to exchange letters with French pupils should write in clear script, if a typewriter cannot be secured, and in idiomatic English. A letter may be mailed direct to one of the three schools, or directed in care of Miss Frances Colbourne, *Directrice, Service de Propagande, 6 rue de Beauvais, Chartres (Eure-et-Loir), France.*

As American crusaders number millions, it is conceivable that their French comrades might be deluged with letters. We suggest, therefore, that American teachers hold letter-writing contests with the Crusade as subject and send only the best letter from a class to France.

France Presents Badges

The *Croisade de Bonne Sante* has a newspaper of its own. The *"Nouvelles"* for July, describing the admission of pupils to the rank of squire at one school states that the pupils assembled in the yard where badges were ranged on a flower-laden table. Three soloists sang the couplet, *"Va-t-en, va-t-en* (get out of here), *microbe,"* the other pupils taking up the refrain. Eight hundred and sixty-four toothbrushes were distributed among pupils from needy families and 1532 requests were received.

THE VICTOR'S BANNER



NATIONAL TOURNAMENT, 1919.

NEW PREVENTORIUM

The first tuberculosis preventorium to be established in California was recently opened in Marin County under the auspices of the California Tuberculosis Association.

It has been planned to take care of a small group of children between the ages of six and 14 years who are below par physically and place them under the care of a dietitian and trained nurses They will be given a course of special feeding, regulated remedial gymnastics and a maximum of rest. An open-air school will be conducted in connection with the work, so that the children will not lose their school year.

The preventorium is also equipped to care for bone tuberculosis. Treatment will be given free of charge wherever parents are unable to make payment.

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CRUSADERS CELEBRATE

A parade of health crusaders three blocks long marched through the streets of Enid, Okla., the other day in honor of 1100 of their number who had just been dubbed knights of their order. The parade was led by mounted army officers and Miss Edna L. Anderson, community nurse, who has been in charge of the crusaders' records. The children carried banners bearing the inscriptions: "I wash my teeth twice a day," "I slept ten hours last night," "I tried to help somebody to-day," etc.

Jefferson School was presented the banner for holding the highest percentage of knights of all the schools in the city.

CRUSADERS AT FAIR

When folks attend a county fair they usually go to be amused, and it is frequently a difficult matter for organizations wishing to "put over" educational propaganda to successfully combine their message with entertainment. The Montana Association for the Study and Prevention of Tuberculosis solved the problem so well that we pass the idea on to other workers who are interested in the preparation of effective fair booths.

The walls of the booth were covered with posters on the Modern Health Crusade and the prevention of tuberculosis, all attractively painted in water-color. At a table in the center two attending physicians examined every baby that was brought into the booth, and several nurses were present to answer questions put to them by the mothers.

Outside, on the fair grounds, a young crusader, arrayed in crimson velvet, carried a banner calling the visitors' attention to the health tournament which is to be held in the schools this fall.

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CHILD'S BOOK OF THE TEETH

A book which will cause some old-school teachers of physiology to hold up their hands in horror has recently been published by the World Book Company in its *New-World Health Readers* series. It is entitled "A Child's Book of the Teeth" and Dr. H. W. Ferguson is the author. The book contains all the esential things that an ordinary boy or girl should know about his or her teeth. The story is told in simple language and attractively illustrated so that the average child will be entertained as well as instructed.

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SONG FOR CRUSADERS

Our soldiers in the training camps developed morale by getting together for lusty "sings." Crusaders may find a similar benefit in this diversion; and, besides, singing is good for the lungs! The song published below aroused enthusiasm in the Southwest during the spring tournament, and we are passing it on for the benefit of crusaders elsewhere.

Crusaders' March

(*Tune*: *"Onward, Christian Soldiers"*)

We're the Health Crusaders,
Valiant soldiers all,
Marching out to conquer
Death's untimely call.
Ours is education;
We'll keep well and strong.
Health to all the nation—
Pass the word along!

Chorus:

Onward, Health Crusaders,
Marching on to win!
Sickness and contagion,
We'll stamp out this sin!

I TRIED TO KEEP CHEERFUL TODAY

Health Chore No. 10

Our valorous crusaders, energetically battling for health, are often humorous in their zeal to overcome the dragon Disease. We will from time to time publish in this column a few of the amusing incidents which have been reported to us by crusade workers, and which may add to the interest of local crusade publications.

Too Much Trouble with Myself

The first day when I start my Health Crusade, I went home to show my brother what I had but never in the world I thought I had to do so many things so I put it where I just knew where it was.

The next day I got up in the morning and washed my face, ears and neck and I combed my hair and everything what I read in the record the day before and I knew I left something out, but I couldn't remember what it was.

And I didn't even remember where I put my record, so I just marked it on a piece of paper and put it in my pocket.

At twelve o'clock when we went to dinner I was anxious to get home so that I could hunt for my Health Crusade. I hunt and hunt for it, I was turning crazy. After all I found it in a book that I was reading.

I put my checks right away and I looked to see what I left off, and do you know what I forgot to do? It was to brush my teeth. I went right away to brush 'em but after I finished I laugh so much of myself.

That was the only trouble I had. After that I keep up with it and do hard work so I could get my pins and also to help my school, the First Ward, to win the pennant.—*Amanda Yniestra.*

Editor's Note:—The above story was written by a girl from Old Mexico and is just as she turned it in. She has been in the United States but a few years.—*Herald of the Well Country.*

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One aspirant for the rank of knight sends us this philosophical plea: "Please send me a chore card so that I can be a clean boy and fight hydra-headed dragons. If *we* are clean, we can make other people as clean as us."

* *

Mary, aged 14, writes to national headquarters from her home in New Bloomfield, Mo., as follows: "When I ordered crusade blanks this spring, I had not thought that they would have such influence over my schoolmates. To enforce them to do the chores, we divided half and half and the side that had the largest number at the end of a two-week period, I entertained or gave a party."

PRACTICING TWO CHORES AT ONCE.
CRUSADERS WHO CAN CLEAN THEIR TEETH AND BE CHEERFUL AT THE SAME TIME.

The pupils of one school liked to bring their lunches wrapped up in brightly colored funny sheets and Sunday supplements. But teacher made the use of a white paper or cloth a prerequisite for earning a button, and the illustrated comics promptly fell into disuse as sandwich wrappers.

* *

In an Indianapolis school where the children in the art classes were making health posters, an inspiring crusader wrote beneath a poster showing a mounted knight in all his glory, "If you will keep all the health rules, you will be *him*."

* *

When Helga, from Sweden, whose parents had been in the United States only three years, enlisted as a crusader, her family feared that she had become a Bolshevik or some other sort of extremist. "No good can come of sleeping with open windows," said they, and predicted that she would wear her teeth out by brushing. But when they saw the improvement in their child, their prejudices melted away, and they quietly began to do the chore themselves.

ATTACKING THE ENEMIES OF HEALTH.

A COMMUNITY PROGRAM

Continued from Page 4.

IX. Research and Demonstration.

This phase of the program is undoubtedly one that needs most attention at the present day. The development of scientific inquiry in the problems of tuberculosis is essential to the refinement of a logical and effective, practical program of attack. The field to be covered includes investigation and research, the demonstration of the relative value of different methods of approach to the tuberculosis problem, the education of the public in the support of valid methods, and the initiation of the services preliminary to their public assumption.

For any community most of these factors will need special adaptation, though on the basis of a fairly comprehensive program it is possible for any community to appraise itself, to see where it fits into such a program and how far along it may be in the approximation of the essential interests.

A brief consideration of this program will indicate that Sections one and nine (on Organization and Research) are essentially functions of private organizations. On the other hand, the heart of the program, as indicated in Sections two to eight, inclusive, is in the main a public function, always, however, to be aided and supported by the private agencies.

In the development of the public and supplementary private community tuberculosis activities, the progress involves a continual transferrence of tested and approved activities from private to public control. The reaction to this inevitable tendency precipitates three types of mental attitude. We have the "engulfing minds" that would have the public authorities assume all functions; we have the "discouraged minds" that would withhold practical services from public control as long as possible, and we have the "courageous minds" that believe in the rational building up of public service through the creation of higher public service ideals. A knowledge of the problem, a "courageous mind" and a genuine enthusiasm for the promotion of the common welfare will guarantee for any community ultimately a well-balanced tuberculosis program and will eventually insure the harmonious and effective application of the nation's best resources, public and private, to the solution of the tuberculosis problem.

Note. *Several publications are now available at the Community Health Station and may be had at the rate of 5 cents a copy. Diagnostic Standards in Tuberculosis; Monograph No. 1, The Program; Monograph No. 2, The Sickness Census; Monograph No. 3, The Vital Statistics of Framingham; Monograph No. 4, Medical Examination Campaigns; Monograph No. 5, Tuberculosis Findings. Address orders to Community Health Station, Framingham, Mass.*

WANT FRAMINGHAM TO CONTINUE

A special national committee on the Framingham Community Health and Tuberculosis Demonstration has recommended to the Executive Committee of the National Tuberculosis Association, and the latter committee has approved the recommendation, for the continuance of the Framingham Demonstration for a five-year period. These recommendations are based upon a special report of a Committee on Appraisal appointed by the Surgeon-General of the United States Public Health Service and headed by Assistant Surgeon-General McLaughlin. The Secretary of the Committee on Appraisal was Professor C. E. A. Winslow of Yale University. The Committee, after a careful study of the Framingham Demonstration, approved of the plan, methods and scope of the work, and recommended its continuance. The Executive Committee of the National Association have now presented to the Metropolitan Life Insurance Company the report of the Committee on Appraisal and have urged that the work be continued for five years as outlined in this report.

HOSPITAL FOR SOLDIERS

The Legislature of Montana has appropriated $20,000 for the erection of a building for discharged and rejected tuberculous soldiers. An additional sum of $5,000 has been raised by the Federation of Women's Clubs and Senator Walsh, of Montana, for a smaller building, as the new hospital already has a waiting list of 30 patients. The Government is to pay $2.50 per day for the maintenance of the men, and it is hoped that with these two buildings in operation the need for hospital care of tuberculous soldiers will be materially relieved.

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TO ATTEND BRITISH CONGRESS

Dr. Charles J. Hatfield, Dr. David R. Lyman, Dr. William Charles White and Frederick L. Hoffman will attend the British Conference on Tuberculosis to be held at London, October 16 to 18. Dr. Hatfield and Dr. Lyman will report the proceedings of the conference, particularly for the National Tuberculosis Association. They sailed for Liverpool on the Carmania on October 4 and will return some time about the middle of November.

TAKE OVER JOURNAL OF THE OUTDOOR LIFE

The National Tuberculosis Association has decided to take over the Journal of the Outdoor Life. The Journal, established originally by Dr. Lawrason Brown at Saranac Lake and incorporated under the name of the Journal of Outdoor Life Publishing Company, has been published in New York since 1910, when the majority of the stock was purchased by Dr. Livingston Farrand and Dr. James Alexander Miller. The present stockholders of the Journal of the Outdoor Life Publishing Company, besides Dr. Farrand and Dr. Miller, are Dr. Charles J. Hatfield, Dr. H. R. M. Landis and Philip P. Jacobs. The Journal is capitalized at $500.00.

In taking over the Journal of the Outdoor Life the Executive Committee of the National Association have planned an organization paralleling that of the American Review of Tuberculosis. A special committee, consisting of Dr. Miller and Dr. Landis, has been appointed to draw up and present a plan of organization for the editorial staff of the Journal, and as soon as these details are worked out the formalities of taking over the Journal will be concluded. It is anticipated that the magazine will be published practically along the same lines as heretofore, but a vigorous effort will be made to increase the circulation and expand the size and scope of the Journal.

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CAMPAIGN IN ILLINOIS

An interesting illustration of the steady growth of the tuberculosis movement is shown in the work of the Macon County Tuberculosis and Visiting Nurse Association of Illinois. During 1919, the second year of the Association's activities, the records show that 5,667 visits were made in the country, or an increase of 3,527 over the first year, with an increase in the staff of from one nurse to four. Considerable difficulty was at first experienced in getting patients to attend the clinics, but by means of lectures, distribution of literature, etc., attendance has increased until it is now necessary for the Association to seek larger quarters. Three hundred and fifty-four active cases of tuberculosis were discovered in the county, as well as 56 suspects and 1,243 contacts.

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NEW TUBERCULOSIS HOSPITAL

The Irene Byron Tuberculosis Hospital, erected in memory of Irene Byron, the tuberculosis nurse who died in the service of the Red Cross during the war, was recently opened at Fort Wayne, Ind.

The new institution accommodates 54 patients and consists of an administration building and two buildings for patients. A novel feature of the hospital are the outdoor sleeping porches provided for the nurses and staff.

Suggestions from the Field

This department of the Bulletin is conducted in connection with the Loan Service Bureau of the Publicity Department. It is designed to give valuable suggestions regarding new lines of work or new methods originated or successfully used by tuberculosis associations throughout the country. Tuberculosis workers are invited to send the National Association Bulletin Editor all information suitable for publication in these columns.

NEIGHBORHOOD HEALTH CLUBS

An interesting experiment in promoting health work in small villages with little or no opportunity for recreation or amusement is being conducted by the Vermont Tuberculosis Association. The trustees of a given village are asked to give the use of their town hall for motion-picture entertainments once a week, on condition that the profits be used for health work and that one-half the profits remain for the purpose in their own village. First-class motion pictures are then run for a number of weeks, with an admission charge of ten or 15 cents. If after a given time it is believed that the village will support the entertainments a local health club is formed to take charge of the work.

The underlying idea is that after a committee is formed and kept busy managing the entertainment and receiving a certain amount of money they will feel a responsibility to do some actual health work. Wherever the plan is successful the committees are requested to make a survey of their township, and the Vermont Tuberculosis Association sends a worker to visit all cases and open a health station.

In this way the Association helps to solve two problems of the small community—it supplies clean, wholesome entertainment and opens up the way for a definite health campaign.

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NEGRO TUBERCULOSIS ASSOCIATION

The negro with tuberculosis is a source of danger not only to his own race, but to the white families with whom he comes in contact. Realizing the gravity of the situation, the Tulsa Tuberculosis Association of Oklahoma recently called a meeting of the most prominent negroes in the city and formed the Tulsa Tuberculosis Association No. 2. A negro nurse was engaged, and ten days later a tuberculosis dispensary was opened in the negro district, where two clinics are being held each week. Negro physicians are in attendance, under the supervision of Dr. H. T. Price of the Tulsa Association. The parent association pays the expenses of the nurse and the dispensary, but the negroes themselves are now conducting a drive in order to pay for some of the necessary equipment.

EXHIBIT BOOTH OF THE ANTI-TUBERCULOSIS LEAGUE OF PIERCE COUNTY, ERECTED DURING THE NORTHWEST PEACE JUBILEE.

EXHIBIT DURING PEACE JUBILEE

The Anti-Tuberculosis League of Pierce County, Tacoma, Wash., took full advantage of the Northwest Peace Jubilee held during the summer by erecting a tuberculosis exhibit on the Jubilee grounds and including a procession of school children dressed in crusader costumes in the grand parade. A tuberculosis float, carrying the King and Queen of Health and two nurses in uniform, preceded the procession.

The exhibit booth was 30 feet long by twelve feet deep; the walls were covered with tuberculosis posters and charts, and two nurses were in constant attendance, distributing literature and answering questions from visitors.

"MOVIES" SPREAD PROPAGANDA

Because of the moving picture's universal appeal it is one of the most effective methods of spreading propaganda among the people. During the summer the Committee on the Prevention of Tuberculosis, Brooklyn, N. Y., took full advantage of this fact by running a series of 24 motion-picture exhibitions in the Brooklyn parks and playgrounds, the films being those distributed by the National Tuberculosis Association.

In order that the message told on the screen might not be easily forgotten by the thousands of spectators who attended the showings, a nurse was present at each performance, ready to give advice for proper care and to refer patients to the Committee's two health centers. Leaflets containing information regarding tuberculosis and giving the addresses of the Committee's clinics were also distributed. In order to make the exhibition real entertainments, the seriousness of the educational films was offset by an occasional comic and regular feature film.

REMINDING BOARDS OF SUPERVISORS

"With a stroke of your pen you can save the lives of your neighbors and friends." This is the heading to a card sent by the Illinois Tuberculosis Association to members of boards of supervisors in whose counties a sanatorium tax was to be levied on September 9. Below the title were printed a number of excellent reasons why county sanatoria are necessary to the well-being of the citizens of Illinois, and at the bottom of the card was a calendar showing the month of September, with four red arrows pointing to a large red-ink number nine, the date on which the tax was to be levied.

The card was six by nine inches, printed in two colors. A letter containing an earnest plea for consideration of the tuberculosis problem and the need for an adequate tax levy was inclosed with the card.

DEPARTMENT STORE CLINIC

The principal advantage of a department store is that one can buy everything one needs, from hats to carpet tacks, without once leaving the building; but when it also contains a clinic for one's baby it is a department store *par excellence* and deserves one's patronage. It was sound business sense that prompted the owner of one of the largest stores in Sacramento, Cal., to permit the Sacramento County Tuberculosis Association to establish a baby clinic in his shop. The clinic is perfectly equipped, and here any mother may stop in the midst of her shopping tour and have her baby examined to make sure that he is "physically fit." The clinic has been a success from the start.

The Sacramento Association also conducted a summer camp for children on top of a forest-covered mountain near Colfax. The camp consists of an eleven-room bungalow and accommodates 25 children at one time. In addition to tooth-brush drills and general hygiene lessons, the children receive instructions in making beds, setting the table and caring for their rooms and clothing.

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BASEBALL FOR T. B. FUNDS

Have you ever thought of utilizing the national game for the benefit of the tuberculosis campaign? The Burlington County Anti-Tuberculosis League of New Jersey not only realized a good profit from the game, but through the publicity it received, the message of the tuberculosis campaign was carried to many people who had never before given it a thought. The game was between the Merchant Ship Building Company, of which Earl Mack, son of Connie Mack, is the manager, and the R. D. Wood Company. Both firms were eager to cooperate with the League and offered every assistance to make the day a success. Miss Margaret S. Haines, Executive Secretary of the League, arranged a score card which contained numerous advertisements of local merchants, and this paid for advertising the game in the newspapers and motion-picture theaters. Other expenses which the League had to meet were fares for the teams, services of a driver and ice cream for the players.

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CLINIC ON WHEELS

The automobile clinic, like the automobile pleasure car, is gaining new champions every day. Not the least of its advantages is that inhabitants living in outlying districts who cannot or will not attend a clinic in town have an opportunity for receiving a medical examination almost at their very doors—thereby bringing the mountain to Mohamet.

The Washington Tuberculosis Association has established a traveling clinic, which has been touring the entire state during the summer and autumn. It consists of a specially constructed auto and contains a lighting system, motion-picture apparatus and a tuberculosis and child welfare exhibit. The exhibit is set up in a public hall in each town visited, and free clinics, health talks and demonstrations on child care are given. Newspaper publicity, posters and literature precede the arrival of the truck in each town.

HEALTH BOOK MARK
Dis donc Nini! Remue ta poupée.... c'est très malsain les locaux surpeuplés.
SAY, NINI, REMOVE YOUR DOLL: OVERCROWDED LOCALITIES ARE VERY UNHEALTHY
PHILADELPHIA TUBERCULOSIS COMMITTEE
PENNSYLVANIA BUILDING
PHILADELPHIA

ONE OF A SERIES OF INTERESTING BOOK-MARKS DISTRIBUTED BY THE PHILADELPHIA TUBERCULOSIS COMMITTEE.

PARTIES FOR "LITTLE MOTHERS"

Do you remember the thrill with which you attended your first party? Thousands of youngsters have never been to a party, and if a tuberculosis association can give them one it is making a very large contribution to the happiness of little folks.

The Philadelphia Tuberculosis Committee has established a number of recreation centers in the city and is giving a series of block parties to the "little mothers" of the various districts. The parties consist of games with the children, folk dancing, motion-picture shows and health stories given in "chalk talks" by means of a portable blackboard and colored crayons. A study of the different nationalities in each locality enables the workers to utilize folk-lore and native food dishes in developing the health stories and games. The brothers of the "little mothers" are, of course, invited.

In producing literature for general distribution, the Committee has made considerable use of the illustrations published in the booklet of the American Commission for the Prevention of Tuberculosis of the Rockefeller Foundation. One of the most interesting results is a series of book-marks, one of which is reproduced on this page.

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TALKS FOR INDUSTRIAL WORKERS

Labor is coming to the fore these days, and in any problem dealing with the welfare of the nation it must be considered as an important factor. Recognizing this, the Wisconsin Anti-Tuberculosis Association, when it recently held a series of clinics, also gave a number of factory talks to industrial workers on the cause, prevention and treatment of tuberculosis. The talks were short, to the point and given in the simple language of the man on the street.

The Association was also able to secure the permission of a number of employers to distribute envelope slips in the pay envelopes of the workers. These slips contained admonitions against spitting, sleeping with the windows shut, together with directions on diet and the care of children.

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INFLUENZA FOLLOW-UP CAMPAIGN

In order to guard against an increase of tuberculosis cases in Cincinnati, a post-influenza campaign is being conducted in that city by the Cincinnati Chapter of the American Red Cross. An effort is being made to persuade all persons who have had influenza to report to their family physician for a thorough physical examination, or to make use of the health stations established by the Red Cross. Incidentally, this method is intended to stimulate the practice of periodic examinations by competent physicians.

In order to do the work effectively, a press agent was engaged and a "Health Crusade" campaign was widely advertised. The city was then divided into 13 sections, each section containing a clinic, located in a public school, and consisting of a physician, a trained nurse and a clerk. Applicants receive a thorough examination and are then referred to their family physician for further medical or surgical treatment. Those financially unable to obtain the services of a physician are referred to free clinics or hospitals. Later examinations are made for the purpose of confirming tentative diagnoses, and where immediate relief is necessary

Continued on Page 12.

medical treatment is given. All tuberculosis cases are handled through the Anti-Tuberculosis League.

More than 10,000 patients have already been listed by the Chapter, of which nearly 7,000 have received examinations.

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OCCUPATIONAL THERAPY

Patients who are "taking the cure" in Rochester, N. Y., are learning to be usefully occupied as well as hopefully patient, for the Rochester Tuberculosis Association has broadened its activities and engaged as instructor in occupational therapy Mrs. Jane Jacobs Aldrich. Tuberculosis patients are now taught to do light, interesting work, such as basket-making and weaving, sewing, and similar occupations which will detract their mind from their illness. The work is done under the supervision of their physician. So eager are the patients to do the work that it has been necessary to exercise the greatest care to prevent them from overdoing.

Orders for wastepaper baskets, work baskets and embroidery are taken by the Rochester Tuberculosis Association for the patients, as it is hoped to make the work remunerative as well as interesting. Toy-making is to become one of the features of the work during the autumn, and the finished products will be sold to the Christmas trade for the benefit of tuberculosis patients.

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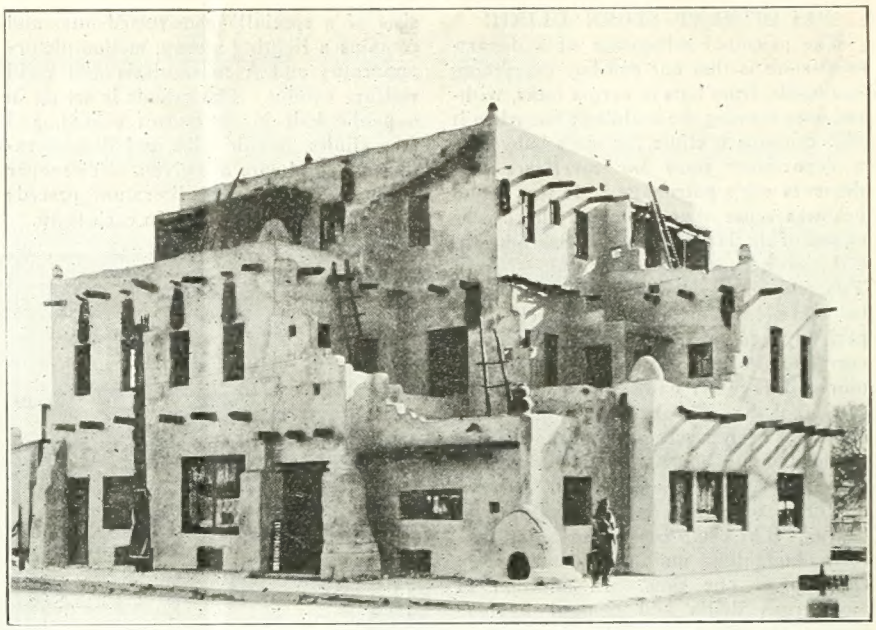
TUBERCULOSIS MONOGRAPHS

An important feature in the development of tuberculosis work is the need for literature covering those phases of the problem usually neglected in printed matter for general distribution and at the same time recognizing the broad social aspects of the disease generally omitted from technical articles.

To supply this need, the Illinois Tuberculosis Association is publishing a series of monographs designed especially for the physician engaged in tuberculosis work, and for the nurse or social worker desiring a clearer view of the medical side of the subject. Although dealing with technical subjects, the monographs are clear and concise in language, so that they may be readily understood by the educated layman.

The subjects already covered are "Tuberculosis: A Medical Specialty Through Popular Demand"; "The Treatment of Tuberculous Cervical Adentis"; "Co-Ordination of Health and Social Agencies"; "Need for a Broader Program in the Campaign Against Tuberculosis"; "Diagnosis of Pulmonary Tuberculosis"; "General Health Activities and Their Effect on Tuberculosis"; "General Health Activities and Their Effect On Tuberculosis Mortality."



NEW OFFICE OF REGIONAL SECRETARY

The Pueblo Indian who built his abode house as a protection against the enemy and pulled his improvised stairway up after him when he wanted to be doubly safe, never dreamed that a later civilization would adopt his style of architecture for the purposes of trade and altruism. The above illustration is a photograph of the C. A. Wright Building, Albuquerque, N. M., which houses the new offices of the New Mexico Public Health Association, and of Mr. John Tombs, Regional Secretary for the Southwestern States of the National Tuberculosis Association. The remainder of the building is occupied by business offices.

The stony-faced indian standing in front of the building is, no doubt, darkly ruminating upon the age-old question, "What *is* the world coming to?"

ON TO 1920!

The Massachusetts Tuberculosis League has issued a call to arms to every local association under its direction, in the form of an announcement of the League's program of work for 1920. "If we are ever to succeed in accomplishing our purpose," reads the announcement, "a much more vigorous campaign for the control of tuberculosis than ever before must be undertaken." In making up a program for local work, the League makes the following recommendations:

1. The necessity for taking into consideration the number of active existing cases; the number of active known cases; the number of active known cases receiving institutional or dispensary and nursing care. At least one tuberculosis nurse should care for every 75 to 100 cases, and where a territory covers scattered or outlying districts, motor transportation should be provided.

2. Where the school nursing force is inadequate, the local association may provide nurses to do corrective work with undernourished and physically defective children. Tuberculosis associations should also encourage and, if necessary, partly finance open-air schools and open-window rooms.

3. The local program should include nutrition work. Special lunches should be provided at all elementary schools for anemic children, and a worker should teach the mothers how to prepare an adequate diet at a reasonable expense

4. Summer day camps for mothers and children are desirable, but should not be provided in preference to all-the-year-round work with families in the homes.

5. Health centers operated under the management of the Board of Health or of special district committees as a solution of organization, are worth careful consideration for effective work in cities. All voluntary and philanthropic organizations should be asked to co-operate. In addition to these, there should be campaigns for the purpose of teaching people how to avoid diseases by means of correct living.

6. The failure to secure a diagnosis of tuberculosis in its curable stages is one of the greatest shortcomings of the work. Local associations should cooperate to secure and maintain a free consultant service along the lines of the experiment now being conducted by the League.

7. Finally, the fullest cooperation of other social service agencies is essential, and in order to secure this the services of a full-time, trained executive secretary are absolutely necessary.